

62-2985
A35h
U-M-Me.
1985

The Habit

ALCOHOL AND DRUG ABUSE DIVISION
MONTANA DEPARTMENT OF INSTITUTIONS
1539 11TH AVENUE, HELENA, MONTANA 59620

STATE DOCUMENTS COLLECTION

SHELVED WITH
PERIODICALS

OCTOBER/NOVEMBER/DECEMBER
1985

JAN - 6 1986

MONTANA STATE LIBRARY,
1515 E. 6th AVE.
HELENA, MONTANA 59620

PLEASE RETURN

A
HOLIDAY MESSAGE

We at ADAD are sorry that the "Habit" didn't get to you before Christmas. That, however, doesn't prevent us from hoping that your holidays were everything that you wanted them to be. From all of us we wish you the very best for the new year, and we look forward to a year of success and cooperation for all concerned. May peace and serenity attend you.

The A.D.A.D. Staff

From The Hazelden Viewpoint

YOU DON'T HAVE TO TEAR 'EM DOWN TO BUILD 'EM UP

There was a time when the dominant mode of chemical dependency treatment was based on a "tear 'em down, build 'em up" philosophy. This technique was used at Hazelden and a number of other treatment centers. While many of us discontinued its use years ago, it still persists in other programs across the country.

Aggressive, confrontational counseling was regarded as the only way to get an alcoholic to listen. A good counselor needed a loud voice and an arsenal of four-letter words. "Encounter" groups emphasized dealing with feelings with the volume cranked up all the way. Counseling sessions sounded disrespectful and dehumanizing. And they were.

Legislation in the early 1970's forced a change in style at Hazelden and many other treatment centers. Licensing regulations in Minnesota mandated individualized care, as did the standards of the Joint Commission on Accreditation of Hospitals. As a result, we took a good look at how we had been practicing treatment.

What we found was that individualized care meant respectful care. Patients, we discovered, can and will deal with information presented and discussed in a reasonable environment. They don't need to be "put down" to deal with symptoms such as grandiosity. Nor do they need to be hit over the head with a two-by-four. They need to be nurtured, to have their health built up. Most importantly, they need to be treated as individuals, with the same rights and respect we expect for ourselves.

We're concerned because many treatment programs still use these confrontational techniques. Some even call themselves Hazelden or Minnesota models. It's true that we once used confrontation. But we found a better way, and we went with it.

None of us can afford the assumption that our program is as effective as can be. It's our responsibility to continually evaluate ourselves and our techniques. That's the best way to ensure the most humane, respectful treatment for patients. It's also the best way to continue our own growth.

DODGE IT! STUFF IT! KICK IT!

Truth for Youth on Substance Abuse, a non-profit parent organization in California, seeks to convince youth that athletics and alcohol don't mix. These parents mounted a poster campaign with messages from sports celebrities, Tom Landry of the Dallas Cowboys, Bob Welch of the L.A. Dodgers, Bobby Jones of the Philadelphia 76'ers, and Jim Ryun, the Olympic Miler. Posters are 17 x 23 and in color. To order, write to Truth for Youth on Substance Abuse, P. O. Box 60934, Pasadena, CA 91106-6934; telephone (818) 792-1415.

From: NIAAA Prevention Pipeline
Sept/Oct. 1985

* * * * *

INHALANT USE ON RISE AGAIN

"We know of kindergarten kids who are using inhalants," says Dr. K. Wayne Hindmarsh, a professor of pharmacy at the University of Saskatchewan. "There have also been cases of adults using them as well. . . Usually, though, once they get past 14 or 15 they will move on to other drugs, like marijuana and cocaine."

In an interview to be published in the December 1985 issue of LISTEN, Dr. Hindmarsh talks of the dangers of inhalant drug use. Inhalants such as model airplane cement and solvents are currently enjoying a surge in popularity as entry-level drugs.

Inhalant drug use is nothing new. It was very popular in the 1950s, then was eclipsed by the psychedelic drugs of the 1960s. Now police are reporting a dramatic rise in inhalant use, especially among the young and the poor.

"A few years ago inhalant use attracted a lot of attention," Dr. Hindmarsh recalls. "While presenting information about the problem, all the newspapers told their readers how to do it." He stresses that kids need to be told of the detrimental effects of drugs, not given information on how to use them. "We should talk about inhalants with kids in school at a very early age."

"The fact that they are substituting chemicals for answers to some of their difficulties is a danger signal," warns Dr. Hindmarsh. "If there is not a dramatic change in their lifestyle, they will probably 'go up the ladder' and try other drugs--more powerful ones."

From: "LISTEN" Sept. 1985

* * * * *

NEW ASSOCIATION FORMED

In Liberty, Missouri, participants at a National Teen Institute Conference created the National Association of Teen Institutes. By-laws were written, goals and objectives were set, and guidelines were set for new Teen Institutes. National and Local marketing, public relations, and networking strategies were shared. Participants left the three-day meeting with a sense of pride and accomplishment knowing a national organization was created to empower kids with the ability to live chemically-free. (NTS-01, National Highway Traffic Safety Administration, 400 7th Street, S.W., Washington, DC 20590)

* * * * *

NEWSLETTER FROM Florida Alcohol and Drug Abuse Association reported major shift in policy by Hospital Corporation of America (HCA), a leader in health care industry, now opening a 64-bed freestanding residential program in Chattanooga, TN, with plans to open five other freestanding programs in future....To date, HCA has concentrated its substance abuse dependency services within its hospitals...."HCA's decision to move into the freestanding residential market came after considerable market research which concluded that there wasn't much difference between treatment provided by a hospital or residential center, while the freestanding program was certainly a less expensive approach."

AMERICAN MEDICAL ASSOCIATION (AMA) adopted recommendation from Council on Scientific Affairs, saying blood alcohol level (BAC) at which a driver is considered intoxicated should be cut in half, from 0.10% to 0.05% BAC.

From: "Pulse Beats, Oct. 1985

ATTENTION LOCAL DUI TASK FORCE MEMBERS

Developing community projects to prevent alcohol- and other drug-related driving crashes and deaths involves many segments of the community--civic, youth, and voluntary organizations, industry, government, the media, and law enforcement and judiciary segments. You may want to consider some of the following ideas for action.

1. LOCAL TASK FORCES - Communities can petition local governments to form official task forces to assess the range of alcohol and drug-related driving problems. Task forces then can make recommendations for solving the problem at the community level. You may want to include youth on the task forces so that they become part of the solution.
2. "LIQUOR COMMISSION NOTIFICATION OF DUI" (Driving-Under-the-Influence) - A program that brought quick results and considerable publicity of the Honolulu, Hawaii Police Department's "Liquor Commission Notification of DUI." At the time of arrest, the intoxicated driver is asked where he or she was last served alcoholic beverages. The Liquor Commission is notified and follows up to judge if the law was violated. This followup has made bar and restaurant owners very cautious about serving alcohol to intoxicated individuals. Additionally, a new requirement states that a licensed manager must be on the premises at all times. DUI questions have been included in the exam to license managers. Finally, the Liquor Commissioner has participated in numerous seminars, forums, and educational programs to convey the seriousness of responsible serving by management. (Hawaii Department of Transportation, 869 Punchbowl St., Honolulu, HI 96813; 808-548-4655)
3. COMPREHENSIVE PROGRAM - In Sebastian County, Arizona, a task force of interested citizens joined together in 1982 to solve the serious alcohol-impaired driving problem in their area. At that time, Sebastian County ranked second in the State in alcohol-related fatal and serious injury crashes. The task force--comprised of the municipal judge, circuit court judge, police chief, sheriff, city attorney, State police district commander, the mental health center director--directed an intensive needs assessment of the systems, developed a court tracking and case management system, and a work release program, increased enforcement efforts, and started a REDDI (Report Every Drunk Driver Immediately) program. They also worked with local media and merchants to establish a massive public information campaign. As a result of this program, there were no alcohol-related highway fatalities in Sebastian County in 1983. (Office of Highway Safety, 1801 W. Jefferson St., Room 465, Phoenix, AZ 85007)
4. LOCAL TASK FORCE COALITION - New Jersey's coalition of 14 local task forces keep their statewide coalition going and share information through a new quarterly newsletter entitled, "Road Stand," and through statewide annual conferences. The Drunk Driving Task Forces' activities include enforcement, education, legislation, community awareness, and rehabilitation/treatment. Contributing to the success of these groups is the active involvement of a number of individuals and groups. (New Jersey Office of Highway Safety, C.N. 048 Stuyvesant Avenue, Trenton, NJ 08625)

From: NIAAA and NIHTSA Alcohol
Impaired Driving News

* * * * *

FOR YOUR INFORMATION, Father Joseph Martin has produced 2 new films titled "Relapse" and "One Day At A Time." For further information contact Kelly Productions, Inc., 8 Howard Street, Aberdeen, Maryland, 21001. We include this information only because of the popularity of Father Martins' films in Montana. It is not intended as a promotion or endorsement.

* * * * *

ROCKVILLE, MD -- While Hollywood has produced numerous movies dramatizing the plight of alcoholics, there has never been a film that focused on the unique issues of children with alcoholic parents. In mid-January, ABC-TV plans to broadcast "Shattered Spirits," the first movie to portray alcoholism from the children's point of view. (Check local listings for exact date and time.)

NIAAA News Release

* * * * *

FAMILY PRACTICE PLAN HELPS DRINKERS

COLUMBIA, SC - Enthusiastic participation by physicians in a program originated by Jerry McCord, director of the South Carolina Alcohol and Drug Abuse Commission, is leading to early help for substance abusers here.

The three-year, \$150,000 project, funded by the state assembly, was initiated to solve the problem of making sure alcoholics follow-up when physicians refer them to other professionals for counselling. Usually, there are no guarantees patients will go on to get the help they need. In fact, alcoholics are more likely to continue denying the problem.

"Dealing with alcoholics has traditionally left physicians without the feeling they could make a difference," Mr. McCord states.

"Many times, their experience with alcoholism came in emergency rooms, where they encountered obnoxious drunks who have injured themselves or others. Doctors felt hostile, apathetic. The key is that they never saw anyone recover."

Under the family practice program, addiction counsellors across the state work out of spare offices of family physicians, intervening with patients in the early stages of alcohol abuse.

Doctors who suspect patients of chronic drinking confront them and suggest counseling. With help as near as the next room, it is easier for substance abusers to take the first step, especially in a setting where the stigma of repeated visits is less than at the commission. Patients are also more likely to keep appointments at a doctor's office than at a mental health agency, where no-shows are common.

"In our field," Mr. McCord said, "we do see recovery. And through this project, doctors can take credit for that recovery."

From: The Journal Addiction Research
Foundation of Ontario - Sept. 1985

* * * * *

WOMEN PURCHASING ALCOHOL--EXPECTED INCREASE

According to Impact, a New York-based liquor industry newsletter, women will spend \$30 billion on alcoholic beverages in 1994, compared with 1984's \$20 billion outlay. In urban areas on the coasts, certain liquor store owners say, women are increasing their consumption of alcoholic products.

Statistics, according to Advertising Age, also show wine is a favorite among women. National Family Opinion's share of intake panel study reports wine was the only alcoholic beverage women consumed in greater quantities than men in 1983. This is likely to intensify, according to Impact, which projects average annual female alcoholic beverage expenditures from 1984 to 1994 will increase 6.5 percent for wine, 2.2 percent for beer, and 1.1 percent for distilled spirits. Also according to Advertising Age, women are expected to purchase their alcohol in drug and grocery stores, not in bars.

From: NIAAA Prevention Pipeline
Sept/Oct 1985

* * * * *

Restaurant Association - The Colorado-Wyoming Restaurant Association (CWRA) has begun an "Alcohol Awareness Program." Conceived by CWRA for use by food and beverage industry employees, operators and owners, the primary function is to help curb the number of drunk drivers on the roads by educating personnel who are directly involved in selling and serving alcoholic beverages. In 1984, 35 seminars trained 2,000 servers. They plan to reach another 4,000 servers in 1985. The program has received excellent reviews and wide media coverage. (Division of Highway Safety, 4201 East Arkansas Avenue, Denver, CO 80222 or Wyoming Highway Safety Department, Highway Safety Branch, P.O. Box 1708, Cheyenne, WY 82002-9019)

From: NIAAA & N.H.T.S.A.
Alcohol Impaired Driving News

ROAD SAFETY CHIEF SEES FUTURE FOR ANTI-DUI EFFORT

The county-level task forces on reducing DUI problems will run out of the federal money that launched them by the end of next year. But don't expect them to go out of business says the man who's been passing out the money.

Al Goke, administrator of the state's highway traffic safety office, sees a good chance that the legislature will fund the program with a new fee - perhaps a driver's license reinstatement fee. "Congress set up this program thinking that the federal grants would be seed money only, and that the federal role would disappear after three years," Goke says, "and after that, states which liked the idea would pick it up on their own."

The federal share of the DUI-reduction effort was set at 75% of the first year's program, half for the second year, and 25% in the third year, which ends December 31, 1986. Goke has qualified Montana for a federal grant of \$356,000 each year by documenting an ever-increasing "soft match" of local government and private sector volunteered services. These have included beer wholesalers' contributions of the "Preventing Alcohol Abuse" materials to school districts and the tavern association's server education programs as well as the time and work of other task force members.

Success of this effort can be measured in various ways. Goke points to the steep decline in alcohol-related traffic fatalities, about half as many last year as in 1981 (see table). Continued success, in his view, lies more in education than further restrictions. "I can't see much support in Montana for lowering present BAC limits," he says.

"States where that is being debated are states which have skipped over the necessary next step after a 0.10 law: educating people to be aware of how alcohol affects them between the levels of 0.05 and 0.10."

Goke hopes that any legislation continuing the DUI-reduction program will stress the education component the way Rep. Mary Ellen Connelly's unsuccessful HB 59 did in the last legislature. "Part of that education is learning how to enjoy a tavern properly," he adds. "It would be sad if this movement brought about the demise of a lot of taverns, for they do play a necessary role in our society."

///////////////// MONTANA TRAFFIC FATALITIES 1981 - 1984 ///////////////////				
	All Fatalities	ALC Related Fatalities	Non ALC Fatalities	% Alcohol Fatalities
1981	338	211	127	62.4%
1982	254	159	95	62.6%
1983	286	165	121	57.7%
1984	238	111	127	46.6%
///////////////// Source: Montana Department of Justice ///////////////////				

From: Montana Beer and Wine
Wholesaling Industry
Newsletter Nov. 1985

DRUNK DRIVING ARRESTS UP 46% IN 1984, Federal Bureau of Investigation (FBI) reported. Vast majority arrested were males.

From: "Pulse Beats" Nov. 1985

NEED FOR PREVENTION: National Association of State Alcohol and Drug Abuse Directors (NASADAD) released report on state resources and services in Fiscal Year 1984. One crucial finding: 96% of respondents reported unmet need exists within their state for prevention services. Populations identified by various states as requiring increased services included youth, women, Hispanics, Native Americans, criminal offenders and intoxicated drivers.

From: "Pulse Beats" Oct. 1985

An Educational Video Production

"STEP BY STEP" WILL AIR JANUARY 13 - 16, 1986
ON THE MTN NETWORK, 6:30-7 P.M.

"Step by Step"

A statewide public relations campaign to inform and encourage Montana viewers to watch the "Step by Step" television mini-series began earlier this year.

* Partners in Education will produce and edit four half-hour video programs, broadcast quality, by November 1985. Our funding allowed us to hire top quality videographers and editors. All tapes will adhere to strict broadcast standards.

Our goal is to have the mini-series run four consecutive week nights in a prime access slot. The 6:30 to 7:00 p.m. spot is the most likely time that parents and teens could watch the program together. This would also allow the local affiliates to take advantage of our promotional program and support services, such as tying in their newscast with the series by discussing teenage pregnancy, drinking or other topics.

This show is directed at every "family" in Montana. Parents and teens will be encouraged to watch these programs together through an extensive public relations campaign. Teachers, counselors, youth group leaders, clergy and other adults involved with teens will also be a prime audience for this programming, and targeted for written material and teaching guides generated by the grant project.

Synopsis

Throughout the four part series six teens talk and don't talk to their parents about the decisions that are affecting their daily lives. We see the parents react to the teens decisions, their various approaches to teaching their kids responsibility for their own actions, and their family communication patterns as they attempt to understand and relate to the pressures facing their family members.

Montana's small and mostly rural population is spread over a large geographical area. Many rural communities have limited social services and educational programs. As a result, awareness of factors that promote responsible decision-making on issues like drinking and drug use of teen sexuality is limited. Education on family decision-making and communication is not accessible in many of these Montana communities, and often when there are programs, they are not about the Montana experience. Television offers an effective method of educational programming in these communities. Most rural families do watch television and often rely on that programming for their news and entertainment.

Studies have shown that teens who demonstrate responsible decision-making often are those who are able to talk to their parents about their decisions. Most values and communication patterns of families are shaped in the home environment where parents often have a dominant influence. This educational program was set up as a model to increase awareness of teens and their families about decision-making and communication about important issues.

* "Partners in Education - A project of Health Development Associates
P.O. Box 9452, Missoula, Montana 59807 - (406) 728-5516

"Step by Step" has been previewed and endorsed by the Montana Department of Institutions, Alcohol and Drug Abuse Division as an education program.

* * * * *

QUOTE TO NOTE: "Since 1978 I've gone into bookstores and libraries all over this country and all I find are publications with a pro-marijuana theme--books that are far more interested in the legalization or the discrimination of the drug than they are in the health hazards. I think this is one of our major problems...We have got to get major publishers distributing books on the biological and psychological damage caused by marijuana. If people don't have the accurate information, how can we hope to solve the problem. "--Otto Moulton, co-founder, Committees of Correspondence.

From: "Pulse Beats" Oct. 1985

WINE vs. SWINE?

It's an act of sedition against their fine tradition of back bacon and beer, but Canadian researchers believe the combo of booze and pork may be uniquely bad for livers.

University of Ottawa's Dr. Amin Nanji studied diet, alcohol and cirrhosis in 16 industrialized countries. In THE LANCET, he reports an almost perfect link between death from cirrhosis - chronic liver degeneration - and a high alcohol, heavy-pork diet.

Of the 16 countries, the six with the highest combined pork and alcohol consumption - France, Austria, West Germany, Switzerland, Belgium and Hungary - had the highest death rates from cirrhosis. The U.S. and Denmark followed closely behind.

Beef-eating Australians, on the other hand, who drink as much as Germans but eat little pork, have only about a quarter as many cirrhosis deaths per capita. In Canada, more cirrhosis victims were found where pork is most popular (Quebec), not where drinking is heaviest (Alberta).

One study does not a casual connection make, but this one dovetails nicely with recent Danish research. The Danes have also found it takes more than alcohol abuse to damage livers. Longterm drinking (11 or more drinks every week for years) sets up the conditions for cirrhosis, they believe, but the disease requires "some factor independent of alcohol abuse."

Though Nanji thinks the "independent factor" may be pork, neither he nor other researchers in the field are quite sure why. An excess of saturated fat is bad for livers, it's known. And pork is certainly high in fat. But so is beef, which wasn't linked with cirrhosis in Nanji's study.

From: The Journal Addiction Research
Foundation of Ontario-Sept 1985

* * * * *

FLASH AND SNIFF

ANAHEIM, CAL - United States police may soon sniff out suspected drunk drivers with a flashlight featuring a built-in sensor to detect alcohol on a driver's breath. Researchers have concealed a tiny odor sensor in a bulky flashlight with a digital display on the back, which provides a reading in just 10 to 15 seconds, says Associated Press. The device is intended to indicate whether there is enough alcohol on the breath to warrant more comprehensive testing. Widespread use of the flashlight could begin within a year, authorities say.

From: The Journal Addiction Research
Foundation of Ontario-Sept 1985

* * * * *

SMOKERS LOSE PAY

CAMBRIDGE, ENG - Britain's oldest publishing house is attempting to root out smoking among staff by deducting pay for time spent puffing. Cambridge University Press here said the policy was invoked following a poll of its 200 employees. The majority didn't want smoking in the building, says The Toronto Star. Smokers must now go to a special room to have a cigarette and are not paid for the time they spend there. Several staffers have quit - smoking that is.

From: The Journal Addiction Research
Foundation of Ontario-Sept 1985

* * * * *

AMER BAR ASSOCIATION urging that 21 be minimum drinking age nationwide. ABA wants states to allow injury lawsuits against people who "personally and negligently sell or serve alcoholic beverages to a customer or guest whom the server knows or should know to be under the legal age." ABA House of Delegates resolution also urged beefed-up criminal penalties for people convicted of illegally selling alcohol or other drugs to minors. And lawyers said they'd support federal laws to prohibit interstate shipment of drug paraphernalia to minors.

From: "Pulse Beats" Oct. 1985

WHAT'S ENTERTAINMENT?

WASHINGTON - Movie buffs in the United States may soon be advised whether films contain scenes depicting alcohol and other drugs in a glamorous or humorous light. The Entertainment Industries Council (EIC) is gathering support from parent groups and other organizations in its drive to establish a SA (substance abuse) sub-rating for movies. The EIC's objective is to encourage the entertainment industry to use their influence to ensure substance abuse is not shown without negative consequences, says executive officer Brian Dyak in the Alcoholism Report. The newsletter adds that Jack Valenti, president of the Motion Picture Association of America, is considering the SA sub-rating as a parents' advisory for a 36-month evaluation period.

From: The Journal Addiction Research
Foundation of Ontario-Sept 1985

"WOMAN TO WOMAN"

The Association of Junior Leagues (AJL) is launching a national project, "Woman to Woman," which focuses on alcohol awareness and education for women. Funded by Allstate Insurance Company, the program eventually will be shared with 262 leagues in the U.S., Mexico, Canada, and Great Britain. The first year's focus will be on public awareness and information, followed by development of prevention programs for women on college campuses and outreach models for professional women.

HIGH RISK GROUP--COLLEGE ATHLETES

According to a recent study by Heitzinger and Associates of Madison, Wisconsin, college athletes often get into athletics in an attempt to escape from alcohol problems in their homes. In the study, one in three had a family member with problems related to alcohol and/or other drugs. During counseling, many college athletes said they played sports "to get away from a sick family."

The most abused drug among athletes, according to the study, is alcohol. Sixteen percent of the athletes were classified as alcohol abusers with marijuana and cocaine ranking next as drugs of abuse among athletes. Another interesting aspect of the study was that coaches are initially the group most resistant to educational programs. (Note: NIAAA is interested in articles about other such groups who find an intervention, such as sports, to be effective for a period of time, but that do not seem to hold when there's a transition. The interest is in dealing with transitions and the implications for prevention.)

From: NIAAA Prevention Pipeline
Sept/Oct. 1985

* * * * *

PREVENTION REPORT ON CHILDREN OF ALCOHOLICS NOW AVAILABLE

Everyone working in the alcohol abuse prevention field will want to read the "Report of the Conference on Prevention Research," prepared by Sheila Blume, M.D., for the Children of Alcoholics Foundation, Inc.

Top researchers, prevention practitioners, and program planners convened in December 1984 to exchange ideas and develop "an agenda of priority needs and strategies to improve the quantity and quality of prevention research." And, while the Report is filled with research recommendations, it also presents a compact, concise, and clear picture of the state-of-the-art of prevention practice with children of alcoholics. This tightly written booklet covers moral and ethical issues, program and evaluation designs, and applications of current research. An appendix provides "Dimensions for Characterizing Programs" and "Examples of Intended Results" for program planners.

Single copies are available from the Children of Alcoholics Foundation, Inc., 540 Madison Avenue, New York, New York 10022; telephone 212-980-5394.

From: NIAAA Prevention Pipeline
Sept/Oct 1985

* * * * *

MEDIA RELATIONS

The mass media can be the most efficient way to get information out to the public. Organizations, institutions, and individuals can address important national, state, and local issues, such as alcohol-impaired and drugged driving, through public service channels of radio and television stations and newspapers. The key to success in obtaining media coverage is in the approach. Listed below are some suggestions for ways to work with the media:

1. **FAMILIARIZE YOURSELF WITH MEDIA PERSONNEL** - Scan the newspapers and know who frequently writes about subjects related to alcohol and other drugs. The name of the author usually appears in a by-line above the article. You can also call the media to get names of specific reporters assigned to cover alcohol- and drug-related driving issues in the community.
2. **MAKE A PERSONAL CONTACT** - Call to make a personal appointment, or invite the reporter to visit a local program. You also may call and suggest possible features. A personal visit or at least a telephone call will identify you as a "real" person rather than just a name.
3. **WRITE A SIMPLE NEWS RELEASE** - Send a clear, comprehensive, one-page fact sheet containing all the needed information about your event or program. Make it sound special.
4. **WATCH YOUR LANGUAGE** - Every discipline or professional has its own vocabulary that needs to be translated for the outsider. Clarify any concepts or expressions which are not "common language." Do not use acronyms.
5. **GIVE SUFFICIENT ADVANCE NOTICE** - The more lead time, in most cases, the better the chances for obtaining coverage. If possible, allow four weeks notice.
6. **FOLLOW UP WITH A "THANK YOU"** - Every success and every opportunity achieved should be followed with a thank you. You will increase your chances at being remembered favorably.

Sources:

Tim Hayes, Vice President/Community Relations, KPNX-TV, Phoenix, AZ
Lance Villard, National Institute of Mental Health, Region IV, Atlanta, GA

Over the last year, the public has become increasingly aware of the terms "server responsibility," "server intervention," and "server liability." Numerous programs have been initiated by the public and private sectors to train bartenders and other servers of alcohol, including parents and other adults in the community. These servers can be taught skills to help reduce the number of drinking and driving accidents and fatalities.

More and more restaurant, tavern, and bar owners, managers, bartenders, waiters, and waitresses are being educated about the signs of intoxication, methods of dealing with intoxicated patrons, and specific intervention techniques in preventing alcohol-impaired patrons from driving. Their concern is both humanitarian and practical. In many states, the drinking establishment can be sued for serving an intoxicated patron.

From: NIAAA & N.H.T.S.A.
Alcohol Impaired Driving News

* * * * *

U.S. DEPT OF EDUCATION, Office for Civil Rights, ruled a boy addicted to drugs and alcohol should have had more help from his school. Agency said school district violated a federal law classifying students addicted to alcohol or drugs as handicapped. AT issue is how far a school district must go to evaluate students with drug or alcohol problems, and to provide them with special programs.

From: "Pulse Beats" Oct. 1985

TYPICAL DRUG-ABUSING WORKER costs employer more than \$7,200 annually in absenteeism, slowdowns, mistakes, sick leave and theft, according to Frank Elliott, pres, National Drug Institute (NDI), Lowell, MA. Illicit drug use on job, said the former federal narcotics agent, extends from stockroom or assembly line to executive offices and boardroom. Free pamphlet on common drugs of abuse available by writing NDI, P.O. Box 8100, Lowell, MA 01853.

From: "Pulse Beats" Oct. 1985

The Optimists Clubs

The NIDA Prevention Branch is working with the Optimists Clubs International in their efforts to implement "Just Say No Clubs" nationwide. The Optimists, headquartered in St. Louis, Missouri, are a civic group with approximately 4000 clubs in the United States and Canada. Their main goal is to work with youth, and they have decided to develop their drug and alcohol prevention program around the "Just Say No Clubs" concept. Over a two-year period, local Optimists clubs will be working with the schools to help start and maintain "Just Say No Clubs". They will contact schools, sponsor assemblies, bring in celebrity speakers, supply t-shirts, buttons, posters and other materials, help coordinate the national "Just Say No" Walk on May 22, 1986, develop club activities, and serve as a liaison with other community groups.

As "Just Say No Clubs" begin to expand into more communities, there needs to be coordination among all the major groups participating. The NIDA Prevention Branch is planning to develop an ongoing committee of the principals to share information and plan activities.

Private sector sponsorship has been obtained for "Just Say No" Clubs formed in Oakland. Sponsors include a major sports organization, a national advertising company, a large realtor company in Oakland and local businessmen. The support received from the business community has enabled "Just Say No" Club members to become involved in the following activities:

- A national "Just Say No" Clubs March
- A bowling league for "Just Say No" Club members
- Video tape production of local community projects
- The development of a newsletter highlighting activities of Club members
- The sponsorship of a poster contest
- The erection of billboards highlighting "Just Say No" Club members' opposition to the use of drugs

Information about emerging "Just Say No" Clubs in communities across the country may be obtained by contacting the following persons:

The Oakland Parents In Action Project has published a booklet on how to form "Just Say No" Clubs. Copies of the booklet may be obtained at a nominal cost by writing to:

Ms. Joan Brann
Oakland Parents In Action
1404 Franklin Street, Suite 610
Oakland, California 94612
Phone: (415) 836-6078

* * * * *

A CHIP OFF THE OLD BLOCK

Family Drinking Patterns Have Considerable Affect On Children's Behavior

Those who have studied the characteristics of families in which drinking problems are rare have found the following practices:

- Parents who drink present a consistent responsible example of moderation, without lecturing or preaching.
- Standards for using or not using alcohol are well established, understood and agreed upon by all in the family.
- Excessive drinking is not acceptable to the family.
- Overindulgence or drunkenness is not looked upon as comical, even though family members recognize that people do some bizarre, funny things when under the influence.

- Drinking is considered by parents to be morally neutral; it is neither virtuous nor evil.
- Drinking is not viewed as an escape, a proof of adult status, or as representing anything else, for example, manliness, "chicness", etc.
- Drinking is not carried on for its own sake, but is a part of other activities.
- No pressure is placed on a family member or a guest to drink.
- No social significance is attached to a person's choosing not to drink.
- In families where it is customary to drink moderately, children may be introduced to alcoholic beverages at an early age, in the home, as a natural part of life and in a relatively unemotional way. (Here the researchers say the important factor is not the physical act of sharing an alcoholic beverage with the child, but the importance and meaning which the child sees that the parent attaches to the practice of drinking. For example, if the parent gives the child a taste of wine but is not comfortable about doing it, the child will be quick to pick up the message and will be confused by the act. If, however, allowing children to taste small quantities of diluted alcoholic beverages has been a long-standing family custom, there seems to be no advice from the research to alter this practice.)
- In nondrinking families, negative references are not made about others in the community who choose to drink. (Scare tactics and dire warnings only increase the guilt of a family member who decides to drink and set the stage for ambivalence and internal conflict which may increase the probability of problem drinking.)

From: N.I.D.A. Prevention
Newsletter Oct. 1985

* * * * *

A BOARD THAT WORKS!
Judy Groves

Does the executive director of your organization view the board as a nuisance that must be endured, but prevented by all means from having any real power over decision making? Does the board of directors view its responsibilities as extending to control of day-to-day operations? Both of these attitudes are common among not-for-profit organizations and both spell trouble.

Ten years ago, an ineffective board may have meant that the organization didn't prosper. Today it may mean the organization will cease to exist. Many not-for-profit organizations are finding that government grants are not dependable and that to continue to provide services changes will have to be made. The not-for-profit boards are being forced to consider and provide input for new directions such as income diversifications, marketing services, changing the corporate structure, networking with other organizations, and consolidation of services. These new strategies involve risk and require active participation on the board's part.

Board problems are likely to fall into one of the following areas:

- 1) Values and attitudes
- 2) Board membership and selection; and
- 3) Procedures and organization.

VALUES AND ATTITUDES

The board and staff of a not-for-profit organization have a relationship which like any human relationship requires some commonality of values and attitudes. The values which are most critical for an effective relationship are:

1. A shared belief in the importance and need of the services provided by the organization.
2. A community of trust.
3. A willingness to see things from another's perspective.

4. Good, honest communication.

5. Participation. Every board member works.

If your board and staff share the five values and attitudes listed above, you are well on your way toward an effective board. If not, you need to concentrate on your board development efforts.

BOARD MEMBERSHIP AND SELECTION PROCESSES

No matter how committed and how well your board members work together, you have certain skills, expertise, and knowledge which are needed on your board.

To find out if your board is meeting your needs, take a close look at its make-up. Are there too few or too many business people on your board? Is your board lacking representation from different segments of your community? Are new people being recruited or are the same faces sitting around your board table year after year?

If you find that your board is lacking the expertise your organization needs, consider the recruitment of new members in the weak areas.

Most successful organizations have a well defined process for recruiting, selecting and orienting new board members. This includes:

- A method for identifying the type of people who are needed on the board.
- A serious recruitment process which includes research on individuals to be approached to determine whether they can provide the necessary representation or expertise and whether they have the time and commitment;
- A process to evaluate existing board members to determine if they should be asked to continue;
- A recruitment plan which describes the duties and responsibilities which the prospective board member will assume; and
- A thorough orientation of new board members to familiarize them with the organization, its mission, finances, and legal responsibilities.

PROCEDURES AND ORGANIZATION

A concise set of procedures are vital to your board's effective operation. The following is a partial checklist which may help you identify your agency's problem areas.

YES

NO

1. Are regular board meetings scheduled and held?
2. If meetings are not well attended, have absentee members been contacted? Are chronic absences without excuse reason for removing someone from your board?
3. Has the board worked with the executive director in developing an overall plan for the year which identifies specific priorities and a long range plan identifying where the agency wants to be in five years?
4. Has the board worked with the executive director to develop a business plan?
5. Does the board of directors request and receive periodic reports from the executive director about organizational progress?
6. Does the president follow up with committee chairpersons?
7. Are periodic financial reports provided to board members and do board members understand the reporting systems?

After evaluating where you are with your board of directors, decide where you would like to be and progress accordingly.

Outside help can sometimes be very useful in these situations since an objective, fresh viewpoint can be invaluable.

If you can not afford the help of a consultant in evaluating/restructuring your board of directors, you may be able to get assistance from a state or national organization with which you are affiliated. Or you could send a member of your board/staff to a training session to learn how to successfully develop your board of directors.

From: "Alternatives Today" Corporate
Alternatives, Inc. October 1985

Return Postage Guaranteed
by ADAD, 1539 11th Ave.
Helena, MT 59620

200

Bulk Rate
U.S. Postage
P A I D
Permit No. 89
Helena, MT